

Survey shows fm set ownership increasing

60% OF NEW YORK HOMES ARE EQUIPPED TO RECEIVE FM

Fm set ownership is on the rise, both inside and outside the home.

That's the gist of a survey conducted by FM Broadcasting System Inc. among its 61 affiliated stations and announced the past fortnight by Sidney J. Wolf, president of the national fm network and sales representative firm. FMBS is a subsidiary of Keystone Broadcasting System, sales and transcription organization also headed by Mr. Wolf. All FMBS affiliates also belong to the National Assn. of Fm Broadcasters.

The study shows that (1) two out of every three FMBS stations report between 31% and 50% of families in their markets have fm receivers, and (2) that the number of fm receivers outside the home is rising rapidly as business concerns install single or multiple fm units. Mr. Wolf described the findings as "representative of national fm patterns."

Other findings:

Most of the FMBS stations are located in areas where nearly one-third to one-half of homes have fm receivers, with 63% reporting between 31% and 50% homes as fm-equipped. The 61 FMBS stations are located in 28 states,

the greater proportion in major markets.

Eighteen percent report less than 20% fm saturation; another 18% between 21% and 30%; 29% from 31% to 40%; 34% from 41% to 50%, and 1% over 50% saturation. Highest fm penetration: 60% for New York, with WRFM (FM) estimating a total of 2.5 million households. Other cities: Los Angeles—1,066,753; Chicago—900,000; Philadelphia—800,000; Baltimore—650,000; San Francisco—404,000; Boston—366,955; Houston—163,310; San Diego—137,557; Kansas City—136,000.

The survey showed average tune-in of between six and seven hours per household per day, though many station managers reported some listeners with their fm sets on "all day." Stations also noted sizable gains in the installations of fm receivers in hospitals, industrial and business offices, motels and other establishments.

Changing hands

ANNOUNCED ■ *The following sales of station interests were reported last week, subject to FCC approval:*

■ **KHOW Denver, Colo.:** Sold by Robert Howsam and associates to Townsend Corp. of America for \$545,000 plus consultation agreement of \$80,000. Townsend already owns or controls WKDA Nashville, KNOK Fort Worth and KITE San Antonio. KHOW is 5 kw on 630 kc.

■ **WJWL Georgetown, Del.:** Sold by Rollins Broadcasting to Scott Broadcasting Co. for \$400,000. Scott Broadcasting is owned by Herbert Scott, principal owner of WPAZ Pottstown, Pa. Rollins owns WAMS Wilmington, Del.; WEAR-TV Pensacola, Fla.; WPTZ (TV) Plattsburgh, N. Y.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va., and WGEE Indianapolis, Ind. Only last month Rollins received FCC approval in its \$2.5 million purchase of WCHS-AM-TV Charleston, W. Va. WJWL is 1 kw daytimer on 900 kc.

■ **KNEZ Lompoc, Calif.:** Application filed seeking assignment of station from Thomas B. Friedman to South Coast Broadcasting Co. for \$225,000, with \$130,000 in cash. South Coast comprises M. D. Buchen, 33⅓%; Gerald F. Hicks, 19% and others. Mr. Buchen is general manager of KFSG and KGLA (FM) Los Angeles and is president of KLUK Evanston, Wyo. KNEZ is 500 w daytimer on 960 kc. Broker was Wilt Gunzendorfer & Co.

■ **WDAR Darlington, S. C.:** Sold by Walter Pearce to Robert C. and Thomas C. Mottern, father and son, for \$87,750. WDAR is 1 kw daytimer on 1350 kc. Broker was Paul H. Chapman Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 106).*

■ **KVNU-TV Logan, Utah:** Construction permit sold by Cache Valley Broadcasting Co. to Utah State University of Agriculture and Applied Science for reimbursement (\$6,331) of expenses involved in obtaining the cp. Cache Valley Broadcasting (Herschel Bullen, president) is licensee of KVNU Logan. Utah State operates non-commercial KVSC (FM).

■ **WKTL Sheboygan, Wis.:** Sold by William E. Walker to Richard P. McKee for \$150,000. Mr. McKee is former owner of KOWB Laramie, Wyo., and of WBNC Conway and WMOU Berlin, N. H.

■ **KXOK St. Louis, Mo.:** Sold by Elzey Robert Jr. and C. L. Thomas to Todd Storz for \$1.5 million cash. KXOK Broadcasting Inc. will be liquidated and Storz purchases all assets, including real estate. Commission approval of

As a seller, your
own opinion cannot
mean as much to a
buyer as ours!

Our knowledge of actual sales, our experience and our reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own. Selling . . . or buying . . . you would be wise to put your confidence in Blackburn. Hundreds of satisfied clients have.

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.

James W. Blackburn
Jack Y. Harvey
Joseph M. Strick
Washington Building
Sterling 3-4341

MIDWEST

H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
Jackson 5-1576

WEST COAST

Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770